

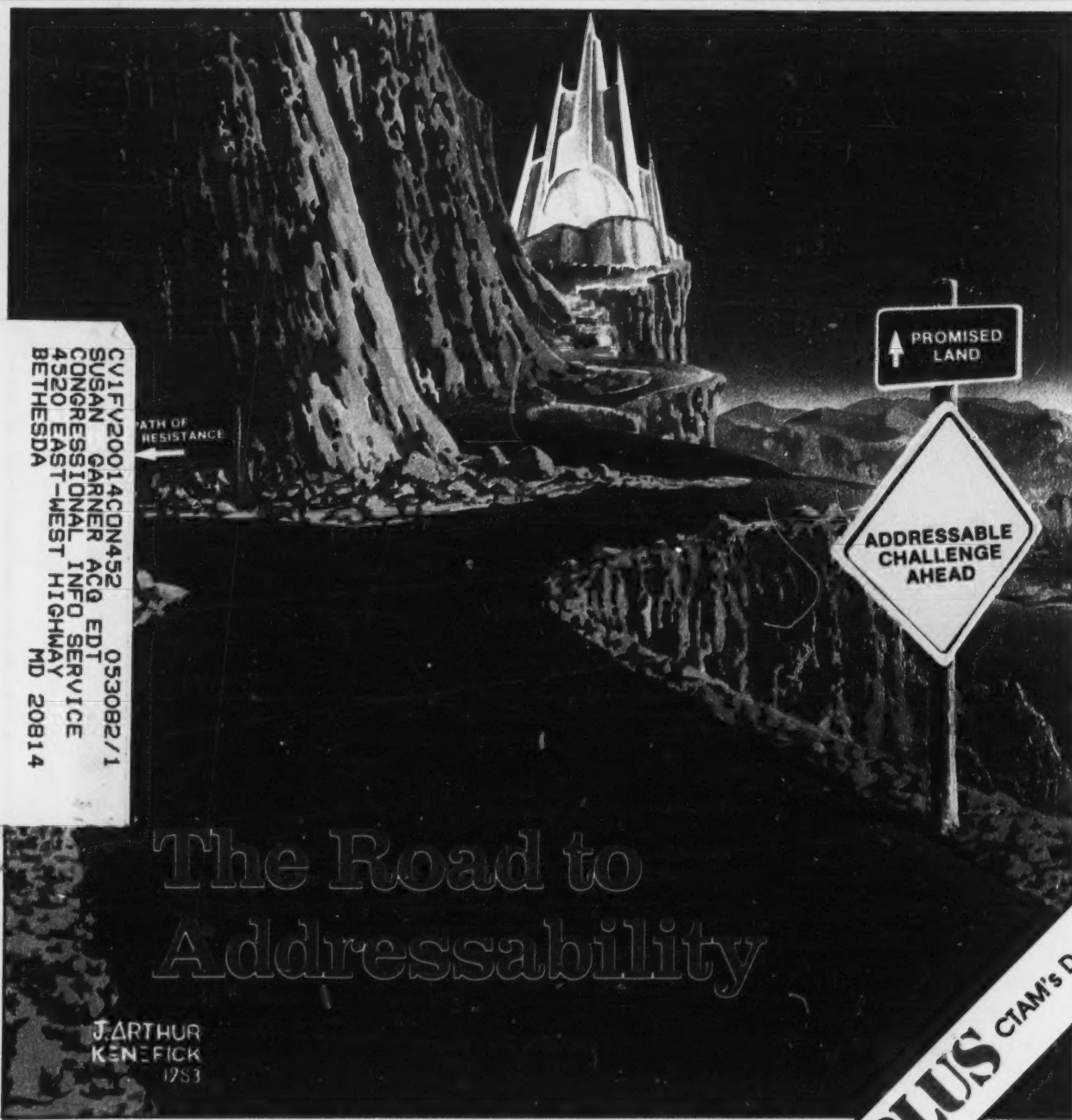


- Texas Show report from San Antonio
- Religious Broadcasters meeting
- USTV and Prudential in DBS together
- CHN gets \$50 million lending boost

C8920-2 2/1/83

CableVision™

The news and features weekly of the cable television industry February 14, 1983 \$3.00



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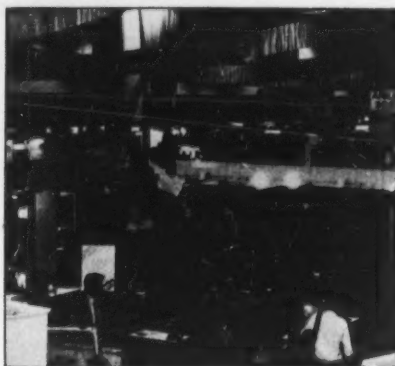
J. ARTHUR
KENEFICK
1983

PLUS CTAM's Dean Waite

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Texas Show roundup

CableVision editors report on seminars and other events at the Texas Show in San Antonio, where approximately 3,000 cable industry leaders and others gathered. **Leading the week, pages 15-23.**

Prudential enters DBS market

The giant Prudential Insurance Co. officially announces its entrance into the DBS race in partnership with United Satellite entrepreneur Francesco Galesi and General Instrument. **Leading the week, pages 15-23.**

Rough waters for S. 66

Senate minority staffer Tom Cohen predicts that the new Goldwater bill will have a tough time getting through the Senate. Democrats there apparently are dissatisfied with the bill, which they say doesn't go far enough. **Leading the week, pages 15-23.**

Protecting cable turf

Cable operators in suburban Washington, D.C., are going into the SMATV business to gain subscribers as their systems are being built. **Leading the week, pages 15-23.**

Converter shortage

Only half of Canada's cable subscribers who had ordered pay services were hooked up by launch Feb. 1 because there were not enough converters to cover orders. Meanwhile, the Canadian Radio-Television and Telecommunications Commission recommended changes in guidelines for programming content, including a minimum of 35 percent Canadian-oriented programming in "peak viewing hours." **Page 25.**

Roadblock under construction

Group W Satellite Communications' much-publicized plan to offer advertisers "roadblocks"—times when ads would appear simultaneously on separate channels—is still under discussion. Services named in the plan are Satellite News Channel, the Nashville Network, Daytime, ARTS, ESPN and Black Entertainment Television. **Page 57.**

Second wave videotex

CBS and AT&T's American Bell Consumer Products initiated the second phase of their joint videotex venture in Ridgewood, N.J.—offering home banking, stock portfolio and calendar services. **Page 57.**

Reaching the untouchables

Speakers at C-TAM's Track Day last week offered their techniques for capturing the 35 percent of television households that refuse to subscribe to cable or have tried it and have disconnected. **Page 59.**

Muscle for the long run

Cable Health Network will receive a \$50 million loan from a consortium of banks that network officials expect will ensure CHN's long-term financial viability. **Page 61.**

About the cover

As J. Arthur Kenefick's illustration shows, the way to addressability poses challenges and risks, and great reward.

This week in **PLUS**

The hesitation blues are rampant among MSOs when the subject is addressability. But they're not universal: Some companies have made major commitments to changing our nonaddressable gear in their existing systems and in some cases are adding it in new-builds. It is up to each company which diverging road it wishes to take: the road to addressability and profits through some probably difficult times, or the path of least resistance with no great risks and no great profits. Our pop quiz on page 39 makes it clear to what extent corporate personality can be determined from views on addressability. . . . *CableVision Plus* visited with Dean Waite, the first full-time, paid executive vice president of CTAM. He gives us his views on what he sees in 1983 for CTAM and for cable. CTAM plans to initiate a series of local Track Days and a consumer tracking study done on cable. As for the industry itself, Waite thinks it's so well-positioned that he expects no major threat by DBS or other competitors in the near future. . . . So that you won't call the police about the strange van in your neighborhood, and so that you won't look out the window one day to find your backyard dug up along with your prize-winning garden (and so that you will want to subscribe to cable when the construction's finally done), MSOs are doing a great deal of public relations in the construction phase. A little kid-gloves handling can go a long way. **Pages 33-56.**



ANYBODY·GOT·A·MAP?

*Addressability is still puzzling terrain—
and the ground is moving underfoot*

By Jeri Baker

Connecting the dots formed by major MSOs' attitudes toward addressability creates a pretty clear picture of 1983: Existing systems largely will be left alone while their owners tend to the voracious new markets consuming their every resource.

By the time this year's budgets were being put together, 1982's legacy was apparent. Its hardware and software lessons prompt the current addressability question.

■ Reliability became a receding but still stubborn concern, and one that has its uses. The coverage of equipment failures has tamped down what would have been fiery refranchising negotiations. Strategies found in them

a not-unwelcome reason to postpone expensive upgrades and cities generally bought the logic.

■ Pay-per-view disappointments dammed projections of a new revenue stream to a trickle.

■ The brief and blighted history of CBS Cable and the evanescent look of some of its contemporaries declared there will not be dozens of strong ad-supportable channels to fill premium converter tiers.

■ The extraordinary volatility of the pay services in everything from retention to ownership itself similarly undid the conviction that new subscription fare would help recoup equipment costs.

The chart on pages 42-43 lists current and planned addressable markets owned by the MSOs who comprise more than half the cable industry. It makes clear that hesitancy is not universal. TCI, Viacom, Telecable, General Electric and Vision are committed to changeouts of nonaddressable gear, with TCI and GE moving rapidly even before their own hardware—GE's Comband and an off-site unit from TCI—is ready for action.

At least one equipment supplier, Zenith, deduces from customer comments that some 40 percent of 1983 orders are intended for retrofitting existing systems. (See chart below for the ranking of current suppliers and a list of the group at their heels.)

As *CableVision's* annual construction forecast revealed, the volume of orders for addressable and non-addressable boxes is expected to flip-flop this year, giving the lead to addressables for the first time. But in established operations, non-addressable converter orders projected for 1983 are up 20 percent while addressables are expected to plummet 43 percent from the 1982 level.

In a complex counterpoint to Zenith's optimism, ATC, which gets a royalty on every Z-tac box (based on its development of the STV decoder technology that

spawned Z-tac), is itself moving slowly. It is testing Zenith hardware in only two systems. Its Denver franchise award included a promise of addressability, of course. But elsewhere, it has yet to firm plans for up to ten retrofits for 1983.

Meanwhile, it is developing off-site addressable hardware with Toshiba on the theory, according to Research Vice President Bob Rast, that, "There's plenty of time. By the time our equipment is available generally, there will be hundreds of millions left to be spent on introducing addressability."

Even among MSOs whose brakes seem locked, there is little quarreling with United Cable President Fred Vierra's assessment that, "We are at a crossroads."

It's an apt image: Operators are in the middle, worried that they've gone too far already in upgrades that did (or didn't) include addressability, and they're worried about missed opportunities in the near term if they do (or don't) add it soon.

"Intuitively, everybody thinks it's a great idea," Vierra continues. "But, on the evidence, nobody can make the statement with any certainty."

Vierra thus plunges into a kind of psychological thicket that, absent any case study successes with addressability, leaves corporate intuition to govern corporate planning.

The subject of our interviews was not so much new markets, where addressability was just a part of the ante. The truer index of commitment is in changeout plans. And where there is discretion, where refranchising is not hostage to a pledge to go addressable, most MSOs have bowed to uncertainty. If we can just wait, goes the refrain, prices will come down, reliability will go up, programming will be developed and outside-the-home equipment will be available.

The suppliers

Company	Model	Units Produced 1982	Units Delivered 1982	Price
Jerrold	Starcom	844,530 (1-12/82)	502,700 (6-12/82)	\$116-133/10,000
Oak	TotalControl	1.1 million	625,000	\$120-150/10,000
Zenith	Z-TAC	300,000	270,000	\$145/10,000
TOCOM	5504B	80,000	80,000	\$145/10,000
Pioneer	BT 1300	N.A.	N.A.	\$151/10,000
Octagon Scientific	R03R-2,3,4	N.A.	25-30,000	N.A.
Scientific-Atlanta	Series 8500	N.A.	N.A.	\$124.40/1,000

Joining the ranks

The following companies are among those testing new addressable gear and planning bulk production in the next 20 months.

Company	Model	Price	Comments
Eagle Comtronics	1001-SG	Unavailable	Verbal commitments in hand Available 2nd quarter
GTE	4040	Unavailable	Testing begins this month In production in June
Pico*	Addressable Terminal	\$125/unit	Testing completes this month In production in April
Times Fiber	Mini-Hub	N/A	Taking orders
C-COR*	SCAT	\$200-220/unit	
Texscan*	TRACS	\$150-200/unit	
Anixter Communications	Hamlin Converter	Undetermined	
CableData	HTU	\$197/unit	
Toshiba/ATC*	?	Undetermined, but "competitive with in-home equipment."	Taking orders 2000 units in field by year-end for prove-out period of six months. Production slated for 2nd quarter 1984
General Electric	Comband	\$200	Bandwidth suppression system (2:1) to be tested in GE systems as soon as possible. To be marketed in 1984.

*outside-the-home hardware

Top MSOs' addressable markets

Company	Market	Category	Equipment	Subscriber universe accessed by addressability
TCI	Hobbs, N.M.	Changeout*	Jerrold	30-40 percent by end '83; 100 percent by end '84
	Jefferson City, Mo.	Changeout	Jerrold	
ATC	Lebanon, N.H.	Changeout	Jerrold	2 percent by 1st quarter '83; further projections N/A
	Jackson, Miss.	Test	Zenith	
Shreveport, La.	Test	Zenith	Zenith	
Group W	Portsmouth, Ohio	Changeout	Jerrold	15 percent by end '83; 20+ percent by end '84
	Middletown, Conn.	Test	Oak	
Irving, Texas	Changeout	Zenith	Zenith	
	Seal Beach, Calif.	New-build**	Zenith	
Santa Ana, Calif.	New-build			
	Buena Park, Calif.	New-build		
Gardena, Calif.	New-build			
	South Gate, Calif.	New-build		
Torrance, Calif.	New-build			
	Hawthorne, Calif.	New-build	Zenith	
Lawndale, Calif.	New-build		Zenith	
	Elmonte, Calif.	New-build	Zenith	
Arcadia, Calif.	New-build		Zenith	
	Anoka, Minn.	New-build	Zenith	
Glenellyn, Ill.	New-build		Zenith	
	Northern suburbs of Minneapolis	New-build	Zenith	
Skokie, Ill.	New-build		Zenith	
	Chicago	New-build	Zenith	
St. Louis	New-build		Zenith	
Cox Cable	San Diego	Changeout (partly two-way)	Oak	Under 10 percent one-way by end '83; under 3 percent two-way by end '83
	Omaha, Neb.	Changeout (partly two-way)	Oak	
Spokane, Wash.	Changeout	Oak & Jerrold		
	Vancouver, Wash.	Jerrold		
Tucson, Ariz.	Changeout	Jerrold		
	Fl. Wayne, Ind.	Changeout	Jerrold	
Santa Barbara, Calif.	Changeout	Oak		
	Saginaw, Mich.	Changeout	Jerrold	
New Orleans	New-build	Jerrold		
Storer	Florissant, Mo.	New-build	TOCOM	8 percent by end '83; 10 percent by end '84
	Northwest suburbs of Minneapolis	New-build	Zenith	
Washington County, Ore.	New-build		Undecided	
	Glendale, Ariz.	New-build	TOCOM	
northern Prince Georges County, Md.	Changeout		Undecided	
	Anaheim, Calif.	Changeout	TOCOM	
Warner Amex	Columbus, Ohio	New-build	Pioneer	Projections scanty, but potential QUBE homes total 67 percent of homes under franchise
	Cincinnati	New-build	Pioneer	
Pittsburgh	New-build		Pioneer	
	Dallas	New-build	Pioneer	
Houston	New-build		Pioneer	
	St. Louis	New-build	Pioneer	
Chicago suburbs	New-build		Pioneer	
	Milwaukee	New-build	Pioneer	
Queens, Brooklyn	New-build		Pioneer	
Times Mirror	Las Vegas, Nev.	New-build	Oak	13 percent by end '83
	Weymouth, Mass.	New-build	Jerrold	
Brookline, Mass.	New-build		Jerrold	
	Long Beach, Calif.	Part new-build, part changeout	Sylvania or Regency	
Rogers-USA	Decision deferred for six-eight months because of new and rebuild capital commitments. Had been close to an order from Zenith for upgrades in San Antonio, Westchester and Suffolk counties, N.Y., and northern New Jersey.			
Newhouse Broadcasting	Binghamton, N.Y.	Changeout	Octagon Scientific	4 percent by end '83
	Syracuse, N.Y.	Changeout	Octagon Scientific	
Newchannels	Northern Syracuse, N.Y.	Changeout	Octagon Scientific	
Vision	Clearwater, Fla.	New-build	Octagon & Jerrold	33 percent by end '83 45 percent by end '84
	Charlotte, N.C. suburbs	New-build	Jerrold	
Bergen County, N.J.	Changeout		Octagon	
	Jacksonville, N.C.	Changeout	Jerrold	
Wilmington, N.C.	Changeout		Undecided	
	Florence, S.C.	Changeout	Undecided	
Sumter, S.C.	Changeout		Undecided	
			Undecided	

Company	Market	Category	Equipment	Subscriber universe accessed by addressability
Metrovision	Farmington, Mich. Prince Georges County, Md.	New-build New-build	Jerrold Undecided	Under 10 percent by end '83; 18 percent by end '84
Continental	Springfield, Mass. Brockton, Mass. Freeport, Ill.	New-build New-build Changeout	Regency & Octagon Regency & Octagon Undecided	4-5 percent by end '83
Viacom	Milwaukee, Wis. San Francisco, Calif. Nashville, Tenn. Mountain View, Calif. Central Islip, N.Y.	New-build New-build New-build New-build Changeout	Zenith Zenith Oak Zenith Undecided	N/A
United	Ocean City-Berlin, Md. Scottsdale, Ariz. Chaska, Minn. Chicopee, Minn. Oakland County, Mich. Tulsa, Okla.	Changeout New-build New-build New-build New-build Test	Jerrold Jerrold Jerrold Jerrold Jerrold CableData	10-15 percent by end '83; 25-30 percent by end '84
Sammons Communications	Whittier, Calif. Ft. Worth, Texas Glendale, Calif.	New-build New-build New-build	Oak TOCOM Oak	N/A
Telecable	Arlington, Texas Roanoke Rapids, N.C. Princeton, W. Va. Selma, Ala. Auburn, Ala. Decatur, Ala. Springfield, Mo. Racine, Wisc. Columbus, Ga. Overland Park, Kan. Kokomo, Ind. Bloomington, Ill. Spartanburg, S.C. Greenville, S.C. Beckley, W. Va. Cleveland, Tenn. Radcliffe/Ft. Knox, Ky. Lexington, Ky. Broward County, Fla.	New-build Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout New-build Changeout	Zenith Zenith Zenith Zenith Zenith Zenith Zenith Zenith Zenith Oak Zenith Zenith Zenith Zenith Zenith Zenith Zenith Zenith Zenith	40-45 percent by end '83; 50 percent by end '84
Capital Cities	Highland park/ Deerfield, Ill.	New-build	Oak	2 percent by end '83; 3-4 percent by end '84
General Electric	Anderson, Tenn. Biloxi, Miss. Decatur, Ill. Evansville, Ind. Grand Rapids, Mich. Peoria, Ill. Vacaville, Calif. Watertown, N.Y. Wyoming, Mich. Hattiesburg, Miss. Merced, Calif.	Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout Changeout	Oak Oak Oak Oak Oak Oak Jerrold Oak Jerrold Undecided Undecided	92 percent by end '83; 100 percent by end '84
Cablevision Systems	Fairfield, Conn. Chicago suburbs Boston	New-build New-build New-build	Jerrold Oak Jerrold	33 percent by end '83
Heritage Comm	Compton, Calif. Bartlett, Tenn. Des Moines, Iowa	New-build New-build Test	Octagon Octagon Four suppliers	3 percent by end '83
Comcast	Sterling Heights, Mich. Willow Grove, Pa.	New-build Retrofit	Jerrold Jerrold	25 percent by end '83
Liberty	Suburbs of Portland, Ore.	New-build	Jerrold	Under 2 percent by end '83
Wometco	NONE			
Telemedia Corp.	Lake County, Ohio Lake Erie complex	New-build Retrofit	Jerrold Jerrold	16 percent by end '83
TCA Group	NONE			Will test in "a very small system" within the year

This listing was compiled from information available from MSOs at this time and is not meant to be all-inclusive.

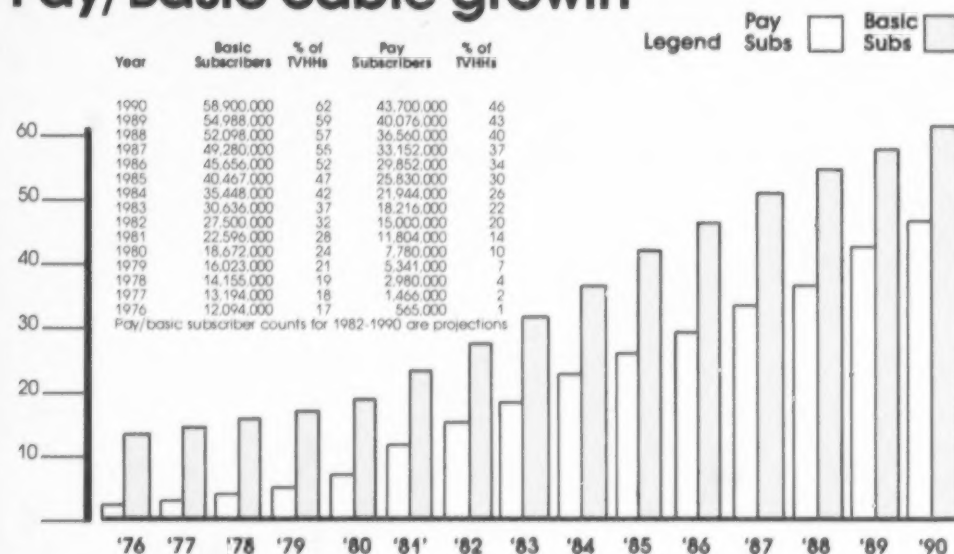
*Changeouts include switches from traps and nonaddressable converters.

**"New-build" describes systems at the introduction of addressability, not necessarily their current state.

†Scientific Atlanta information is unavailable.

Cable stats

Pay/Basic cable growth



Cable barometer

Television households (TVHH) 82,100,000
 Homes passed by cable (HP) . 45,310,421
 Percent of TVHH passed by cable 55.2%
 Basic cable subscribers .. 26,991,845
 Percent of TVHH with basic cable 32.9%
 Percent of HP with basic cable 59.6%
 Pay cable units 14,550,000
 Percent of TVHH with pay cable 17.7%
 Percent of HP with pay cable 32.1%
 Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Film product comparison—February

Film	Pay Networks	Distributor	Film	Pay Networks	Distributor
A Stranger Is Watching	HBO	MGM/UA	For the First Time	ST	MGM/UA
Across the Great Divide	HBO*	Orion	Force 10 From Navarone	HBO*	Orion
Adventures of the Wilderness Family	(HBO) ST*	(TMC) Simcom	Four Friends	(HBO) ST*	(TMC) (HTN) Paramount
Adventures of the Wilderness Family Part II	ST	Simcom	Gallipoli		
American Pop	(ST) TMC	Columbia	The Gang That Couldn't Shoot Straight		HTN*
Animals Are Beautiful People	ST*	(C) Warner Bros.	Garde A Vue		TMC
Arthur	HBO*	(ST) (TMC) (HTN)	Geordie		HTN*
The Bad News Bears	HBO	Paramount	Golden Rendezvous	HBO	HTN*
Barbarella	(ST) TMC	Samuel Goldwyn Co.	Greased Lightning	(HBO) ST	(HTN) Warner Bros.
Barbary Coast	ST		The Great Bank Heist	HTN*	(C) Warner Bros.
The Bonetti of Wimpole Street	ST	MGM/UA	The Great Caruso	ST*	HTN*
Birth of the Beatles	(ST) TMC	Worldvision	The Great Train Robbery	HBO	(C) MGM/UA
Blow Out	(ST) (TMC) (HTN)	(C) New World	The Groove Tube	HBO*	Picturemedia
Breaker Morant	ST	C	Gulliver's Travels		Viacom
Breaking Up Is Hard To Do	(ST) TMC	Columbia	The Gumball Rally	ST	HTN*
Bustin' Loose	HBO	ST	The Hand	ST	TMC
Butterfly	(ST) TMC	Universal	Harold and Maude	ST*	TMC*
Cannery Row	HBO	HTN	Heaven Can Wait	(ST) HTN*	Paramount
The Cannonball Run	(HBO)	MGM/UA	Heavy Metal	TMC*	Columbia
Camel Knowledge	(ST) HTN	C*	Hondo	HBO	(HTN) Batjac
Cat and the Canary	(ST) TMC	C*	H.O.T.S.		Blum Group
The Catered Affair	ST	MGM/UA	Hot T-Shirts		Wrightwood
Caveman	(ST) TMC	Warner Bros.	Human Feelings	ST	Samuel Goldwyn Co.
Chain Reaction	(ST) TMC	Warner Bros.	The Hurricane	ST	WW Entertainment
Challenge To Be Free	HBO	United Film	Hussy	ST	MGM/UA
Chanel Solitaire	HBO		I Love Melvin	ST	HTN*
The Chant of Jimmie Blacksmith		C*	I Sent a Letter to My Love	ST	HTN*
Chu Chu and the Philly Flash	HBO*	(HTN) 20th Century-Fox	Island of 1,000 Delights	ST	Atlantic
Conan	ST	(TMC) MGM/UA	It Rained All Night the Day I Left	ST	K-Pay
Dark Eyes		C	Jack and the Beanstalk	HBO*	ST
Death Hunt	ST*	C	Jupiter's Darling	ST	HTN
Death Wish II	ST	Warner Bros.	The Kid from Not-So-Big	(HBO) ST*	HTN*
Die Laughing	ST	MGM/UA	Kill and Kill Again		Film Gallery
Diner	HBO	ST	The King of Marvin Gardens		Film Ventures
Dirty Tricks	HBO	ST	King Solomon's Mines	ST	C
Dragonslayer	HBO	ST	The Lady in Red		Columbia
The Dream Never Dies		HTN*	Lady Oscar	(TMC) HTN*	C
Drive, He Said		C	The Last Hunt	ST*	MGM/UA
The Drowning Pool	(HBO)	HTN*	The Last Metro	ST*	HTN
Endless Love	ST	(C) Warner Bros.	Leopard in the Snow		C
Evilspeak	ST	Frank Moreno Co.	Let the Balloon Go	ST*	HTN
Extreme Close-Up	ST	Mann	Let's Do It Again	HBO*	(C) Warner Bros.
Father of the Bride	(ST) (TMC) HTN*	(C) MGM/UA	Liar's Moon		Crown International
Riddler on the Roof	(ST) TMC	(C) MGM/UA	Magic	HBO*	C*
The Fighting Sullivans	ST*	Crystal Pictures	The Magic of Lassie	HBO*	Lassie Productions
The Final Conflict	ST*	20th Century-Fox	Making Love	HBO	TMC
Find the Lady		Atlantic	Matia's Cove		Atlantic
The Fixer		HTN (C) MGM/UA	Man of La Mancha	(TMC) HTN	C
			The Man Who Loved Women		C

Cable stats

Film	Pay Networks	Distributor
Mario Polo, Jr.	TMC	HTN*
McVicar		C*
Middle Age Crazy		
Monthly Python's Life of Brian	ST	Wamer Bros
The Mouse and His Child	ST*	Sanio
My Bloody Valentine		Paramount
The Mystery At Castle House		C Satori
National Lampoon's Animal House	HBO	Universal
Neighbors	ST	Columbia
The Night the Lights Went Out in Georgia	HBO*	
Nighthaw		
Norman Is That You?	ST	TMC
On the Right Track		HTN
Once in Paris	(HBO)	HTN
Only When I Laugh	ST*	
Ordinary People	ST*	
Our Very Own	(HBO)	(TMC) HTN
Outland		
Pacific Inferno	HBO*	(ST) TMC
Pennies From Heaven	ST	(TMC) HTN*
Period of Adjustment		
Popeye		
The Postman Always Rings Twice	ST*	TMC
Pretty Baby		
The Pride of the Yankees		
Private's Progress	HBO	ST
Raggedy Man	HBO*	TMC
Rainfore County	HBO	(ST) TMC
Roller		
The Runaways		
Saint Jack	HBO	ST
Sapphire		
The Seduction	ST	TMC
The Sensuous Nurse		
The Shogun Warriors	ST	TMC
Gai King		
Sharkey's Machine	HBO	ST
She's 19 and Ready		
The Shootist	HBO	TMC
Silent Movie		
Sleeping Dogs	HBO*	ST*
Smash Palace	(HBO)	TMC*
St. Helens	HBO	ST
Star Wars		TMC
Star Wars	HBO	ST
Star Wars		(TMC)
The Story of Gilbert and Sullivan		
The Stunt Man		
Sunday in New York	HBO	ST
Super Fuzz	HBO*	(ST) TMC
Superman II	HBO	ST
Swamp Thing		
Take This Job and Shove It	HBO	ST
The Tender Trap		
Thief		

Film

Film	Pay Networks	Distributor
Ticket to Heaven	ST	Stalker
Time Bandits	(ST) TMC	Embassy
To Die of Love		MGM/UA
Tombay		Columbia
Two Weeks in Another Town		(HTN)
The Ultimate Warrior	ST*	(TMC)
Ugh! A Music War		HTN*
The Venetian Affair	HBO*	(ST) TMC
Vice Squad	(HBO)	HTN
Victory		C
West of Zanzibar		Janus
You Light Up My Life		Columbia

Cable Network Legend

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in September, October, November, December and/or January.

■ An asterisk following a network indicates the film is a carry-over from September, October, November, December and/or January.

■ In total, 165 films appear on the February schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (September-December 1982, January-February 1983), seven films appeared on four of the five networks, 23 on three and 53 on two networks. Eighty-two films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 30, followed by Warner Brothers with 16 and Columbia with 12.

■ "Star Wars," the chronicle of Luke Skywalker's journey into a galaxy far, far away, lands a clean sweep of the program guide covers this month. Along with "Star Wars" on the HBO/Cinemax guide cover, "Death Wish II," "Sharkey's Machine," and the Fleetwood Mac rock concert special.

Top 20 MSOs

Rank	Multiple System Operator	Subscribers
1	Tele-Communications Inc.*	2,255,000
2	American Television and Communications	2,104,705 (10/82)
3	Group W Cable	1,838,922
4	Cox Cable Communications	1,290,880
5	Warner Amex Cable Communications	1,200,000
6	Storer Cable Communications	1,163,187
7	Times Mirror	756,743 (11/82)
8	Rogers-UA Cablesystems	705,266
9	Newhouse Broadcasting*	683,327
10	Continental Cablevision	619,000
11	Viacom Cablevision	609,907
12	United Cable Television Corp.	538,830
13	Sammons Communications Inc.	522,448
14	TeleCable Corp.	382,009
15	Capital Cities Cable	314,283 (11/82)
16	General Electric Cable Corp.	303,300 (11/82)
17	Cablevision Systems Development	283,000
18	Comcast Cable Communications	271,864
19	Heritage Communications Group	238,790
20	Liberty Communications	

*Number is a company estimate; the last official subscriber count is as of 12/82.
*Includes MetroVision, NewChannels, Vision Cable.

Top 20 systems

Rank	Location	Operator	Subscribers
1	San Diego, Calif.	Cox Cable	220,836 (10/82)
2	Woodbury, (Long Island), N.Y.	Cablevision Systems	174,000 (11/82)
3	Manhattan, N.Y.	AIC	166,725 (9/82)
4	West Orange, N.J.	Maclean Hunter	145,291
5	San Antonio, Texas	Rogers-UA Cablesystems	145,196
6	Wayne, N.J.	Rogers-UA Cablesystems	113,958
7	Tulsa, Okla.	United Cable TV	103,374
8	Austin, Texas	AIC	98,900 (9/82)
9	Audubon, N.J.	NYT Cable	98,690
10	Erie County, N.Y.	Prime Cable	97,733
11	San Jose, Calif.	Gill Industries	94,000
12	Tidewater, Va.	Cox Cable	89,288 (9/82)
13	Central Islip, N.Y.	Viacom	84,937
14	Orlando, Fla.	AIC	82,300 (6/82)
15	Seattle, Wash.	Group W Cable	81,962
16	Jefferson Parish/Kenner, La.	Cox Cable	80,160 (9/82)
17	Toledo, Ohio	Buckeye Cablevision	77,348
18	Baltimore County, Md.	Cablevision	79,496
19	Manhattan, N.Y.	Group W Cable	76,636
20	Memphis, Tenn.	AIC	73,400 (9/82)

Note: Subscriber counts for MSOs and systems are as of 12/82 unless noted otherwise.